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Amendments to the claims:

18. (currently amended) An Internet based method for ordering and supplying a plurality of different coded labels to be applied to a variety of perishable fruits and/or vegetables at a plurality of labelling sites wherein each of said different coded labels is carried on a label roll mounted on a separate cassette, and wherein each labelling site has one or more labelling machines into which one of said cassettes may be loaded, comprising the steps:

providing in each of said label rolls carried by a separate cassette an identifying code which uniquely describes the particular label identity and a memory device recording the quantity of unused labels remaining on said cassette,

automatically reading and storing said identifying code when any one of said cassettes is activated or deactivated in a labelling machine without requiring a separate connection of a memory device carried by said cassette,

providing means for counting the number of labels utilized from each of said separate label rolls as said label roll is utilized in a labelling process,

continuously and automatically inventorying the supply of different coded labels for each of said different perishable fruits and/or vegetables on hand for each said labelling site.

storing said label inventory data for each of said plurality of labelling sites, allowing approved customers or representatives to initiate a computerized display of a portion of said stored label inventory data, and

providing means to allow said approved customer or representative to order additional selected labels for one or more of said labelling sites.

19. (new) The method of claim 18 comprising the further step:

inputting into each labelling machine the coding for the particular fruit or vegetable prior to beginning a labelling run,

comparing said inputted coding to said label roll identifying code, and beginning the labelling run only if the inputted code matches said label roll identifying code.

20. (new) The method of claim 18 comprising the further step:

inputting into each labelling machine the coding for the particular fruit or vegetable prior to beginning a labelling run,

comparing said inputted coding to said label roll identifying code, and shutting down said labelling machine if the inputted code does not match said label roll identifying code.

21. (new) The method of claim 18 wherein said identifying code is applied only to approved label rolls and wherein the use of non-approved label rolls is to be detected and measured, comprising the further steps:

providing means on each labelling machine to detect the activation of a non-approved label roll,

providing means to count and record the number of non-approved labels utilized by said labelling machine, and

automatically recording and storing the number of non-approved labels utilized by said labelling machine.

22. (new) The method of claim 18 wherein said identifying code is applied only to approved label rolls and wherein the use of non-approved label rolls is to be detected and prevented, comprising the further steps:

providing means on each labelling machine to detect the loading of a non-approved label roll, and

providing means on each of said labelling machines for shutting down said labelling machine when a non-approved label roll is loaded thereon.

23. (new) The method of claim 18 wherein it is desired to automatically enter into the inventory data additional label inventory corresponding to a label order being delivered to a specific labelling site, comprising the further steps:

notifying a labelling site when an order for coded labels is being shipped to said labelling site,

shipping said order to said labelling site by a shipping method wherein an automated notice is generated and transmitted to a data storage medium when said order is delivered to said labelling site,

inputting said delivered order to said data storage medium to increase the recorded inventory stored on said storage medium by an amount corresponding to said delivered order, and

automatically notifying said labelling site that said delivered label order is being added to its inventory.

24. (new) A method for applying a plurality of different coded labels to a variety of perishable fruits and/or vegetables wherein each of said different coded labels is carried on a label roll mounted on a separate cassette, comprising the steps:

providing in each of said label rolls carried by a separate cassette an identifying code which uniquely describes the particular label identity and a memory device recording the quantity of unused labels remaining on said cassette,

automatically reading and storing said identifying code when any one of said cassettes is activated or deactivated in a labelling machine,

inputting into each labelling machine the coding for the particular fruit or vegetable prior to beginning a labelling run,

comparing said inputted coding to said label roll identifying code, and beginning the labelling run only if the inputted code matches said label roll identifying code.